

FRANCES HUGHES, ASSOCIATE EDITOR

january

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## FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

| <u>DATE</u>                                 | <u>WHAT'S GOING ON</u>                                                                                                                                                                                                                                   | <u>GIVEN BY</u>     | <u>WHERE</u>                              |
|---------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------|-------------------------------------------|
| <u>WEEK ENDING FRIDAY, OCTOBER 12, 1951</u> |                                                                                                                                                                                                                                                          |                     |                                           |
| Now<br>Going<br>On                          | SPRING FABRIC &<br>PATTERN PREVIEW<br>Seventeen will present a preview of Spring fabrics and Simplicity patterns to appear in the January issue. For press and trade, by appointment.<br>Contact: Frances Hodges or Ruth Kadel, PL. 9-8100.              | SEVENTEEN           | 488 MADISON AVENUE<br>10TH FLOOR          |
| Friday<br>Oct. 12<br>9:00 A.M.<br>Coffee    | PRESS & RESIDENT BUYERS<br>PREVIEW: SUIT COLLECTION<br>The press and resident buyers will be invited to a preview of the Resort and Spring collection of David Crystal's "Lady Northcool" suits. By invitation only. Publicity: Terry Mayer, BR. 9-6560. | DAVID CRYSTAL, INC. | 498 SEVENTH AVENUE<br>SHOWROOM-23RD FLOOR |
| Oct. 12                                     | COLUMBUS DAY (Friday)--(Banks & Post Office Closed).                                                                                                                                                                                                     |                     |                                           |

### WEEK BEGINNING MONDAY, OCTOBER 15, 1951

|                                              |                                                                                                                                                                                                                                                                                                                                                                            |                                                  |                                           |
|----------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------|-------------------------------------------|
| Monday<br>Oct. 15<br>12:30 P.M.<br>Luncheon  | COLLECTION OF FASHIONS<br>BY TRAINA-NORELL<br>Presentation by Saks Fifth Avenue of a collection of Traina-Norell fashions for Fall. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Saks Fifth Avenue Contact: PL. 3-4000, Ext. 7064. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.                                                      | SAKS FIFTH AVENUE                                | HOTEL PLAZA<br>TERRACE ROOM               |
| Monday<br>Oct. 15<br>7:30 P.M.-<br>9:30 P.M. | THIRD SESSION OF<br>FASHION TRAINING COURSE<br>Subject: "Designing"--ready-to-wear; using museum resources. Speakers: Bonnie Cashin, Adler & Adler; Elizabeth Hilt, Henry Rosenfeld; Polaire Weissman, The Costume Institute, Metropolitan Museum of Art. Fee: \$2.00 for individual lecture. Contact: The Fashion Group, CI. 7-3940.                                      | THE FASHION GROUP, INC.<br>(9 ROCKEFELLER PLAZA) | CARL FISCHER HALL<br>165 WEST 57TH STREET |
| Oct. 15-<br>Oct. 18                          | SHOWING OF MIAMI RESORT & CRUISE LINES BY MIAMI FASHION COUNCIL AT HOTEL NEW YORKER. Contact: Hotel New Yorker, LO. 3-1000.                                                                                                                                                                                                                                                |                                                  |                                           |
| Monday<br>Oct. 15-<br>Oct. 20                | GALA OPENING OF NEW<br>A & S BEAUTY SALON<br>Abraham & Straus will open its new beauty salon with informal modeling of new hair styles, treatments and special Salon features, from 11:00 A.M. to 4:00 P.M. daily; 12:00 Noon to 7:00 P.M., Thursday. Open to public. Informal press showing, Monday, Oct. 15. Publicity: Frances Bemis, Feature Events Dept., TR. 5-7200. | ABRAHAM & STRAUS<br>(BROOKLYN)                   | 6TH FLOOR                                 |
| Monday<br>Oct. 15-<br>Oct. 22                | EXHIBIT OF<br>TONI DOLLS<br>Twelve Toni dolls in original costumes by leading Paris designers will be on exhibition, Monday Oct. 15 through Oct. 22. Open to public. Publicity: John von Arnold, Market 2-1212.                                                                                                                                                            | L. BAMBERGER & CO.<br>(NEWARK, N.J.)             | 6TH FLOOR<br>TOY DEPT.                    |



## DATE

## WHAT'S GOING ON

## GIVEN BY

## WHERE

SPRING OPENINGS: MEMBERS OF FASHION ORIGINATORS GUILD OF AMERICA (FOGA).MONDAY, OCT. 15

Frank Starr, Inc. . . . . 10:30 A.M. & 1:00 P.M. . . . . 530 7th, LA. 4-7690  
After first week, 1:00 P.M. daily.

TUESDAY, OCT. 16

A. Goodman & Co., Inc. . . . 10:30 A.M.; 1:15, 4:00 P.M. . . . 530 7th, WI. 7-4077  
Grabois . . . . . 10:30 A.M.; 1:15, 4:00 P.M. . . . 498 7th, CH. 4-2767  
Horwitz & Duberman, Inc.. . Continuous daily . . . . . 498 7th, LO. 4-1860  
Junior League Frocks . . . . 11:00 A.M. & 2:00 P.M. . . . . 1372 B'way, WI. 7-3200  
Rudolf Gowns . . . . . 1:00 P.M. & 4:00 P.M. . . . . 530 7th, WI. 7-6865  
Hannah Troy, Inc. . . . . 1:00 P.M. . . . . 530 7th, LO. 3-0988

WEDNESDAY, OCT. 17

Larry L. Aldrich Co., Inc. . . 2:30 P.M., by appointment. . . . 530 7th, CH. 4-1872

THURSDAY, OCT. 18

Ben Barrack, Inc. . . . . Continuous daily . . . . . 533 7th, LO. 4-3923  
David Levine Co. . . . . 10:30 A.M. & 2:30 P.M. . . . . 530 7th, LA. 4-0237

FRIDAY, OCT. 19

Fred Greenberg Dress Co. . . 10:30 A.M. & 2:30 P.M. . . . . 550 7th, LO. 4-5820  
Milmont Gowns, Co., Inc. . . 1:00 P.M. & 4:00 P.M. . . . . 530 7th, CH. 4-2617  
Martin Simon, Inc. . . . . Continuous daily . . . . . 498 7th, LA. 4-2377

SATURDAY, OCT. 20

Ed Gerrick, Inc. . . . . 2:30 P.M. . . . . 550 7th, LO. 4-1820

MONDAY, OCT. 22

Capri Frocks, Inc. . . . . 10:30 A.M. & 2:30 P.M. . . . . 1372 B'way, WI. 7-7430

TUESDAY, OCT. 23

Parnis-Livingston, Inc. . . . 12:00 Noon . . . . . 530 7th, BR. 9-5012  
Ben Reig, Inc. . . . . 2:30 P.M.; thereafter 10:00 A.M.,  
Tues., Wed., Thurs., only. 498 7th, CH. 4-1542  
Talmack, Inc. . . . . 1:00 P.M. & 4:00 P.M. . . . . 530 7th, BR. 9-1195

WEDNESDAY, OCT. 24

Elfreda-Fox, Inc. . . . . 1:00 P.M. . . . . 498 7th, CH. 4-2659  
Nat Kaplan, Inc. . . . . 10:30 A.M.; 1:15, 4:00 P.M. . . . 498 7th, LO. 5-4115

THURSDAY, OCT. 25

Hansen Bang, Inc. . . . . 2:30 P.M. . . . . 498 7th, BR. 9-4020

Additional dates will be listed next week.

Contact: Leonard W. Gendler, Executive Secretary, FOGA, CH. 4-6945.

|                                |                                                                                                                                                                                                                |                                   |                                                                                     |
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| Beginning<br>Monday<br>Oct. 15 | OPENING OF RESORT<br>AND SPRING COLLECTION<br>Jerry Greenwald will present the Resort and Spring collection for juniors,<br>designed by Lee Evans, at continuous daily showings.                               | JERRY GREENWALD, INC.             | 1400 BROADWAY<br>SHOWROOM-29TH FLOOR<br>Contact: LO. 5-4850.                        |
| Beginning<br>Monday<br>Oct. 15 | OPENING OF SPRING<br>COLLECTION<br>Showings at 1:30 P.M. and 3:30 P.M. daily.                                                                                                                                  | TINA LESER OF<br>EDWIN H. FOREMAN | 1410 BROADWAY<br>SHOWROOM-23RD FLOOR<br>Contact: WI. 7-6572.                        |
| Beginning<br>Monday<br>Oct. 15 | OPENING: SPRING<br>BLOUSE COLLECTION<br>Presentation of the Spring blouse collection by Alice Stuart, for the<br>press by appointment. Continuous daily showings to the trade, beginning<br>Thursday, Oct. 25. | ALICE STUART, INC.                | 525 SEVENTH AVENUE<br>SHOWROOM-5TH FLOOR<br>Contact: Cecile K. Busgang, LO. 4-5241. |
| Oct. 15-<br>Oct. 20            | ANNUAL NATIONAL POSTURE WEEK, SPONSORED BY S.H. CAMP INSTITUTE.<br>Contact: The Samuel Higby Camp Institute for Better Posture,                                                                                |                                   | CH. 4-5798.                                                                         |



| DATE                                                          | WHAT'S GOING ON                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | GIVEN BY                                      | WHERE                                     |
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| Tuesday<br>Oct. 16<br>11:00 A.M.<br>Champagne                 | PREVIEW OF CRUISE<br>AND HOLIDAY LINE<br>Countess Alexander will present her new wholesale Cruise and Holiday line.<br>By invitation only. Publicity: Alfred Davidson Associates, JU. 6-3450.                                                                                                                                                                                                                                                                                                                                                                                                                                                 | COUNTESS ALEXANDER, INC.                      | 20 WEST 57TH STREET<br>SHOWROOM-2ND FLOOR |
| Tuesday<br>Oct. 16<br>11:45 A.M.<br>Cocktails;<br>Luncheon    | FORUM AND SHOWING<br>OF DACRON FABRIC<br>First all-inclusive forum, display and showing of fabrics of "Dacron"---<br>men's and women's fashions made of Du-Pont's "Dacron" Polyester Fiber.<br>Show at 1:00 P.M. Forum at 1:30 P.M. By invitation only. Publicity:<br>Ann R. Silver Associates, MU. 7-8654.                                                                                                                                                                                                                                                                                                                                   | CAVALCADE FABRICS, INC.<br>(1412 BROADWAY)    | HOTEL PIERRE<br>COTILLION ROOM            |
| Tuesday<br>Oct. 16<br>12:30 P.M.<br>Luncheon                  | "DIAMONDS U.S.A."---<br>DIAMOND FASHIONS 1952<br>Fourth nationwide showing of diamonds at press luncheon. Exhibitors:<br><u>Boston</u> --Thomas Long Company. <u>Chicago</u> --C.D. Peacock. <u>Dallas</u> --Linz Bros.<br><u>Detroit</u> --Wright, Kay & Co. <u>Los Angeles</u> --B.D. Howes and Son. <u>New Orleans</u><br>--Coleman E. Adler & Sons. <u>New York City</u> --Black, Starr & Gorham;<br>Cartier; Van Cleef & Arpels; Harry Winston. <u>Philadelphia</u> --J.E. Caldwell<br>& Company. <u>San Francisco</u> --Shreve and Company. <u>Washington</u> --Grape & Co.<br>By invitation only. Publicity: Jean Shanley, CI. 6-0200. | N.W. AYER & SON, INC.                         | HOTEL PLAZA<br>GRAND BALLROOM             |
| Tuesday<br>Oct. 16<br>3:00 P.M.                               | PREVIEW OF SPRING<br>WHOLESALE COLLECTION<br>Elizabeth Arden will present her Southern and Spring wholesale collection<br>to the press. By invitation only. Publicity: Rasponi Assoc., TE.8-8171.                                                                                                                                                                                                                                                                                                                                                                                                                                             | ELIZABETH ARDEN                               | 691 FIFTH AVENUE<br>SALON                 |
| Tuesday<br>Oct. 16<br>4:30 P.M.<br>Cocktails                  | PRESS & TRADE PREVIEW:<br>SPRING & RESORT LINE<br>Preview of Liotti's Italian-inspired Spring and Resort collection of<br>separates and dresses. By invitation. Contact: Thalia Falk of Joseph<br>Jordan, CO. 5-7460.                                                                                                                                                                                                                                                                                                                                                                                                                         | LIOTTI, INC.                                  | THEODORE'S "RUBAN<br>BLEU", 4 EAST 56 ST. |
| Tuesday<br>Oct. 16<br>8:00 P.M.<br>Dinner                     | 50TH ANNIVERSARY<br>GAIA CELEBRATION<br>Celebration of Bergdorf Goodman's 50th anniversary, with a dinner, dance<br>and fashion show, for benefit of American Cancer Society. Tickets: \$50.00.<br>Contact: PL. 3-7300.                                                                                                                                                                                                                                                                                                                                                                                                                       | BERGDORF GOODMAN                              | HOTEL PLAZA<br>BALLROOM                   |
| Beginning<br>Tuesday<br>Oct. 16                               | OPENING OF PARIS<br>MIDSEASON COLLECTIONS<br><u>Oct. 16</u> : Lanvin; <u>Oct. 22</u> : Jacques Fath; <u>Oct. 25</u> : Nina Ricci; <u>Oct. 29</u> :<br>Jacques Heim; <u>Oct. 31</u> : Madeleine Vramant. <u>Nov. 5</u> : Schiaparelli. Contact:<br>Chambre Syndicale, 102 Rue du Faubourg, St. Honore, Paris.                                                                                                                                                                                                                                                                                                                                  | CHAMBRE SYNDICALE DE<br>LA COUTURE PARISIENNE | PARIS,<br>FRANCE                          |
| Wednesday<br>Oct. 17<br>9:30 A.M.<br>Breakfast                | PREVIEW OF LINGERIE<br>BY SCHIAPARELLI<br>Press preview of Schiaparelli's first lingerie collection made in America.<br>By invitation. Publicity: Gloria Carr, WI. 7-3300, Ext. 330.                                                                                                                                                                                                                                                                                                                                                                                                                                                          | LORD & TAYLOR                                 | 5TH FLOOR<br>BIRD CAGE                    |
| Wednesday<br>Oct. 17<br>9:45 A.M.-<br>11:00 A.M.<br>Breakfast | PRESS & TRADE PREVIEW:<br>EARLY SPRING COLLECTION<br>Beacon Hill Company (sportswear) and Coral, Inc. (manufacturer of knit-<br>wear) will present their "Capri" collection for Resort and Early Spring,<br>designed by Stanley Wyllins. By invitation only. Continuous daily trade<br>showings thereafter in the showroom, 108 W. 39 St., 6th Fl. Contact:<br>CH. 4-5722.                                                                                                                                                                                                                                                                    | BEACON HILL COMPANY;<br>CORAL, INC.           | TONI'S CAPRICE<br>112 EAST 52ND STREET    |



| DATE                                                  | WHAT'S GOING ON                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | GIVEN BY                                         | WHERE                                    |
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| Wednesday<br>Oct. 17<br>11:00 A.M.<br>Box<br>Luncheon | PRESS PREVIEW: RESORT<br>& SPRING COLLECTION<br>"Costume Travelogue"--Mme. Bruné will present her Resort and Advance<br>Spring custom dressmaker collection. Also, new versions of her patented<br>skirt. By invitation only. Publicity: Maud G. Moody, LE. 2-4049.                                                                                                                                                                                                                                                                                                       | MME. BRUNÉ<br>(WASHINGTON, D.C.)                 | 17 EAST 48TH STREET<br>SAION             |
| Wednesday<br>Oct. 17<br>12:30 P.M.<br>Luncheon        | FASHION SHOW AT<br>A.W.V.S. LUNCHEON<br>Fall and Winter fashions by Elizabeth Arden at the annual luncheon by the<br>American Women's Volunteer Services. Publicity for Elizabeth Arden:<br>Rasponi Associates, TE. 8-8171. Price: \$6.00 (including tax and tip):<br>contact: A.W.V.S., 500 Park Avenue, PL. 3-4116.                                                                                                                                                                                                                                                     | ELIZABETH ARDEN; &<br>A.W.V.S. (NATIONAL)        | WALDORF-ASTORIA<br>STARLIGHT ROOF        |
| Wednesday<br>Oct. 17<br>12:30 P.M.<br>Luncheon        | FALL FASHIONS AT<br>LUNCHEON SHOW<br>"Highlights In Charm"--presentation of the Fall collection by Sada Sacks<br>at luncheon show. Press by invitation. Public by reservation; contact:<br>Fashion Show Reservations, TE. 8-8000. Sada Sacks Contact: TE. 8-5595.<br>Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.                                                                                                                                                                                                                                       | SADA SACKS, INC.<br>(671 MADISON AVENUE)         | HOTEL PIERRE<br>COTILLION ROOM           |
| Wednesday<br>Oct. 17<br>2:30 P.M.                     | SHOWING OF<br>FALL FASHIONS<br>Showing of Bam's Fall collection of fashions. Press invited. Open to<br>public. Publicity: John von Arnold, Market 2-1212.                                                                                                                                                                                                                                                                                                                                                                                                                 | L. BAMBERGER & CO.<br>(NEWARK, N.J.)             | 3RD FLOOR<br>FASHION CENTER              |
| Wednesday<br>Oct. 17<br>4:00 P.M.<br>Cocktails        | PRESS PREVIEW: RESORT &<br>SPRING COLLECTION<br>Del Mar's Resort and Spring collection of sportswear, dresses, suits,<br>coordinates, and separates will be presented to the press at 4:30 P.M. By<br>invitation only. <u>New York Buying Offices Previews on same day: 9:00 A.M.,<br/>breakfast; and 12:00 Noon, luncheon. Trade opening on Thursday, Oct. 18.</u><br>Publicity: Rose Herwitz, PE. 6-7462.                                                                                                                                                               | DEL MAR, INC.                                    | 498 SEVENTH AVENUE<br>SHOWROOM-6TH FLOOR |
| Wednesday<br>Oct. 17<br>4:00 P.M.<br>Cocktails        | SHOWING OF RESORT &<br>CRUISE COLLECTION<br>Presentation to the press of Ruth Fair's collection for Resort, Cruise and<br>Spring. By invitation only. <u>Showings to the trade through Oct. 19, by<br/>appointment.</u> Contact: Mrs. Ruth Fair, CI. 7-2700.                                                                                                                                                                                                                                                                                                              | RUTH FAIR<br>(DALLAS, TEXAS)                     | HOTEL WARWICK<br>54TH ST. & 6th AVE.     |
| Thursday<br>Oct. 18<br>9:30 A.M.<br>Breakfast         | PRESS PREVIEW: SPRING<br>SWEATER COLLECTION<br>Press breakfast preview of Bernhard Altmann's Spring collection of new<br>cashmere and wool sweater creations. By invitation only. Publicity: Irene<br>Merlin, Max Rogel & Associates, DI. 4-8575.                                                                                                                                                                                                                                                                                                                         | BERNHARD ALTMANN CORP.                           | WALDORF-ASTORIA<br>SERT ROOM             |
| Thursday<br>Oct. 18<br>12:15 P.M.<br>Luncheon         | FABRICS DIVISION<br>LUNCHEON MEETING<br>"You're Only As Good As Your Promotion". Speaker: George Wever, Director<br>of Promotion, "Life" Magazine. "Fabric Stimulants"--Report by Keene<br>Lamborn, fashion coordinator, Pacific Mills; and chairman of the Fabrics<br>Division. Exhibit of 1952 Spring and Summer fabrics, and a display com-<br>mentary by Tom Lee of Tom Lee, Ltd. Price (including tax and tip): \$4.50<br>for members; \$4.75 for guests (two per member). Contact: The Fashion<br>Group, CI. 7-3940. Publicity: Ruth Hammer Associates, EL. 5-7108. | THE FASHION GROUP, INC.<br>(9 ROCKEFELLER PLAZA) | HOTEL ASTOR<br>BALLROOM                  |



| <u>DATE</u>                                                | <u>WHAT'S GOING ON</u>                                                                                                                                                                                                                                                                                                              | <u>GIVEN BY</u>                                     | <u>WHERE</u>                              |
|------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------|-------------------------------------------|
| Thursday<br>Oct. 18<br>12:30 P.M.<br>Luncheon              | CHRISTIAN DIOR FASHIONS<br>AT LUNCHEON SHOWING<br>Saks Fifth Avenue will present a collection of Fall fashions by Christian Dior during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Saks Fifth Avenue Contact: PL. 3-4000, Ext. 7064. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790. | SAKS FIFTH AVENUE                                   | HOTEL PLAZA<br>TERRACE ROOM               |
| Thursday<br>Oct. 18<br>12:30 P.M.<br>Luncheon              | FIBER & FABRIC EXHIBIT<br>AT CONVENTION LUNCHEON<br>"Mixed Fibers" Symposium Luncheon with exhibits of fibers and fabrics, dyestuffs, chemicals, machinery and laboratory equipment from 75 manufacturers. Price: \$7.50. Contact: Mr. J.H. Hennessey, 435 Hudson St. N.Y.                                                          | AMERICAN ASS'N OF TEXTILE<br>CHEMISTS AND COLORISTS | HOTEL STATLER<br>GRAND BALLROOM           |
| Friday<br>Oct. 19<br>12:30 P.M.<br>Luncheon                | FASHION SHOW AT<br>SPECIAL LUNCHEON<br>Showing of Fall and Winter fashions for the American Association of Textile Chemists and Colorists. Show Coordinator: Sidney Dee Bloeme, JU. 6-4490. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.                                                                          | N.Y. DESIGNERS &<br>MANUFACTURERS                   | HOTEL PIERRE<br>COTILLION ROOM            |
| Monday<br>Oct. 22<br>3:30 P.M.                             | RESORT & SPRING<br>DRESS COLLECTION<br>Arnold & Fox will present the Resort & Spring collection of afternoon, cocktail and evening dresses, designed by Miguel Dorian, at a preview for the press. By invitation only. Trade showings: Tuesday, Oct. 23 and Wednesday, Oct. 24 at 3:30 P.M. Publ.: Pauline Greene, MU. 7-8297.      | ARNOLD & FOX                                        | 530 SEVENTH AVENUE<br>SHOWROOM-10TH FLOOR |
| Monday<br>Oct. 22-<br>Oct. 26                              | FASHION EXHIBIT OF<br>COTTON FABRICS<br>M. Lowenstein & Sons, printers and manufacturers of cotton and rayon, will present a fabric exhibit. Contact: Samuel Greenfield, BE. 3-8000.                                                                                                                                                | M. LOWENSTEIN & SONS                                | HOTEL NEW YORKER<br>MEZZANINE             |
| Tuesday<br>Oct. 23<br>9:30 A.M.                            | PREVIEW: EMILY WILKENS'<br>HOLIDAY COLLECTION<br>Press preview of Emily Wilkens' Holiday fashions. By invitation only. Bonwit Teller Publicity: Nancy Talbert, EL. 5-6800. Emily Wilkens Publicity: Eleanor Lambert, MU. 8-2130.                                                                                                    | EMILY WILKENS                                       | BONWIT TELLER<br>9TH FLOOR-SALON          |
| Beginning<br>Tuesday<br>Oct. 23<br>1:00 P.M.;<br>4:00 P.M. | SHOWING OF RESORT<br>AND SPRING COLLECTION<br>Sam Friedlander will present a collection of Resort and Spring fashions to the press and trade, at 1:00 P.M. and 4:00 P.M. daily, through Nov. 2. By invitation only. Contact: Demi Daniels, PE. 6-2663.                                                                              | SAM FRIEDLANDER, INC.                               | 530 SEVENTH AVENUE<br>SHOWROOM-25TH FLOOR |
| Beginning<br>Tuesday<br>Oct. 23<br>2:30 P.M.               | SHOWING OF RESORT<br>& SPRING COLLECTION<br>Ira Rentner will present his Resort and Spring collection of dresses and costume ensembles for the junior and petite figure at 2:30 P.M., to the press and trade. By invitation only. Publ.: Sherry Royce, CH. 4-5030.                                                                  | IRA RENTNER, INC.                                   | 498 SEVENTH AVENUE<br>SHOWROOM-12TH FLOOR |
| Postponed<br>Oct. 23                                       | PAGE BOY'S PRESS PREVIEW OF MATERNITY FASHIONS, SCHEDULED FOR TUES., OCT. 23 AT 3:00 P.M., HAS BEEN POSTPONED TO WED., OCT. 31 (See Pg. 8)                                                                                                                                                                                          |                                                     |                                           |
| Tuesday<br>Oct. 23<br>4:30 P.M.<br>Cocktails               | PRESS PREVIEW & FORMAL<br>OPENING OF NEW SALON<br>Formal opening of Mme. Reine's new salon and presentation of Paris designed precious jewelry. By invitation. Publ.: Mary Alice Rice, CI. 6-1790.                                                                                                                                  | REINE, INC.                                         | 4 EAST 57TH STREET<br>SALON               |



| <u>DATE</u>                                     | <u>WHAT'S GOING ON</u>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | <u>GIVEN BY</u>                  | <u>WHERE</u>                              |
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| Wednesday<br>Oct. 24<br>10:00 A.M.              | PRESS PREVIEW: NEW<br>TABARIN LINGERIE<br>All nylon show, introducing new lingerie by Tabarin, exclusive with Saks Fifth Avenue, at a preview for the press. By invitation only. Tabarin Publicity: Eleanor Lambert, MU. 8-2130. Saks Fifth Avenue Publicity: Carolyn Haight, PL. 3-4000, Ext. 7064.                                                                                                                                                                                                                                                                                                                                            | SAKS FIFTH AVENUE                | 3RD FLOOR<br>SALON MODERNE                |
| Wednesday<br>Oct. 24<br>11:00 A.M.              | PRESS AND TRADE<br>FABRIC PREVIEWS<br>Wamsutta will invite the press to a display and informal showing of their fabrics from 11:00 A.M. to 1:00 P.M. Trade showing from 2:00 P.M. By invitation only. Contact: MU. 3-6430.                                                                                                                                                                                                                                                                                                                                                                                                                      | WAMSUTTA MILLS                   | 47 EAST 34TH STREET<br>SHOWROOM           |
| Wednesday<br>Oct. 24<br>12:30 P.M.<br>Luncheon  | SHOWING OF GOTHE<br>WINTER FASHIONS<br>Bonwit Teller will present David E. Gottlieb's Gothé collection of afternoon, cocktail, and evening fashions. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Bonwit Teller Publicity: Nancy Talbert, EL. 5-6800. Gothé Publicity: Nona James, CH. 4-7658. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.                                                                                                                                                                                                                                                        | BONWIT TELLER                    | WALDORF-ASTORIA<br>EMPIRE ROOM            |
| Wednesday<br>Oct. 24<br>12:30 P.M.<br>Luncheon  | "HATS FOR YOU"<br>LUNCHEON SHOW<br>"Cue" To Fashion--Mme. Aranka will present Holiday and Palm Beach hats for around the clock, around the town, around the world. "Cue" will be represented in the second of a series of magazine fashion shows. Gowns--Philip Hulitar. Press by invitation. Public by reservation; contact: Fashion Show Reservations, TE. 8-8000. Mme. Aranka Contact: PL. 8-2966. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.                                                                                                                                                                            | MME. ARANKA<br>(410 PARK AVENUE) | HOTEL PIERRE<br>COTILLION ROOM            |
| Wednesday<br>Oct. 24<br>2:30 P.M.               | PREVIEW OF SPRING<br>1952 RAINWEAR<br>Lawrence of London will present a collection of Spring and Summer 1952 double purpose coats, treated for rain wear, designed by Adele Lawrence--featuring silk; plain and novelty silk taffeta; orlon; worsted; nylon; plain and novelty Moygashel linen; cottons; worsted ottomans; also, reversibles and adaptations of French and English collections. By invitation only. Contact: Norman J. Lawrence, CH. 4-3815.                                                                                                                                                                                    | LAWRENCE OF LONDON               | 239 WEST 39TH ST.<br>SHOWROOM-11TH FLOOR  |
| Wednesday<br>Oct. 24<br>3:30 P.M.-<br>5:30 P.M. | EXHIBIT OF BRIDE<br>DOLLS & DIAMONDS<br>Preview for the press of historic bridal dolls from the Mary E. Lewis Collection, from 1750 to the present day, coordinated with diamond betrothal rings of each period from Hammer Galleries. The Princess Elizabeth bride-doll will wear the world's smallest diamond ring. There will be an exhibit of modern diamond jewelry for brides from William Wise and Son, Jewelers, Brooklyn and Garden City. By invitation only. <u>Open to public</u> : Saturday, Oct. 27, 2:00 P.M. to 10:00 P.M.; Monday, Oct. 29 through Thursday, Nov. 1, 7:30 P.M. to 10:00 P.M. Contact: Chester Hope, SH. 8-6500. | BREVOORT SAVINGS BANK            | BANK: 447-86TH ST.<br>BAY RIDGE, BROOKLYN |
| Beginning<br>Thursday<br>Oct. 25                | OPENING OF RESORT<br>& SPRING COLLECTION<br>Kiviette will present her Resort and Spring gowns at 10:30 A.M. and 2:30 P.M. daily; and by appointment. Contact: Diana Bennett, PL. 7-8750.                                                                                                                                                                                                                                                                                                                                                                                                                                                        | KIVIETTE GOWNS, INC.             | 15 WEST 47TH STREET<br>SALON-ROOM 300     |



| <u>DATE</u>                                   | <u>WHAT'S GOING ON</u>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | <u>GIVEN BY</u>                                     | <u>WHERE</u>                              |
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| Thursday<br>Oct. 25<br>12:30 P.M.<br>Luncheon | CUSTOM-ORDER FASHIONS<br>AT LUNCHEON SHOW<br>Presentation of Fall custom-order fashions during luncheon by Phillippa Macdonald. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Phillippa Macdonald Contact: PL. 5-8372. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.                                                                                                                                                                                                                                                                                                                                    | PHILLIPPA MACDONALD<br>(19 WEST 57TH STREET)        | HOTEL PLAZA<br>TERRACE ROOM               |
| Beginning<br>Thursday<br>Oct. 25<br>1:00 P.M. | OPENING OF<br>SPRING COLLECTION<br>At 1:00 P.M. and 4:00 P.M. daily. Publicity: Jeanette C. Michals of Gilbert Advertising, PL. 7-2331.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | JUNIOR SOPHISTICATES                                | 498 SEVENTH AVENUE<br>SHOWROOM-15TH FLOOR |
| Thursday<br>Oct. 25<br>4:00 P.M.              | OPENING OF CRUISE<br>& SPRING COLLECTION<br>Preview of Vera Maxwell's Cruise and Spring collections to the press and trade. By invitation. Daily showings thereafter at 12:00 Noon and 4:00 P.M. Contact: Janet Hutton, LO. 3-4358.                                                                                                                                                                                                                                                                                                                                                                                                         | VERA MAXWELL, INC.                                  | 530 SEVENTH AVENUE<br>SHOWROOM-26TH FLOOR |
| Sunday<br>Oct. 28-<br>Nov. 3                  | NATIONAL PRESS WEEK<br>IN LOS ANGELES<br>The California Fashion Creators will invite fashion editors from newspapers in 50 cities throughout the country to attend the showings of the Resort and early Spring lines of the group. A presentation of "Wool in California Colors", under the auspices of The Wool Bureau, Inc., will be held in conjunction with National Press Week at a luncheon on <u>Tuesday, Oct. 30</u> , in the Embassy Room of the Ambassador Hotel. By invitation only. Contact: The Wool Bureau in N.Y., PL. 7-5092; or William C. Kent, executive director, California Fashion Creators, 756 South Broadway, L.A. | CALIFORNIA<br>FASHION CREATORS                      | AMBASSADOR HOTEL<br>LOS ANGELES, CALIF.   |
| Monday<br>Oct. 29<br>4:00 P.M.                | GLOVES FOR CRUISE<br>AND HOLIDAY WEAR<br>Informal fashion showing and display of French gloves and adaptations for Cruise and Holiday wear, at a "Cocktail Cruise" for the press with Paul Chanut, French glove couturier of "Aris of Paris" Petit Salon of Park Lane Hotel. By invitation only. Publicity: Helen Markwett, MU. 5-4311.                                                                                                                                                                                                                                                                                                     | ARIS GLOVES                                         | PARK LANE HOTEL<br>48TH ST. & PARK AVE.   |
| Monday<br>Oct. 29-<br>Nov. 1                  | NATIONAL SHOE FAIR<br>IN CHICAGO<br>Contact: George E. Gayou, Manager, Palmer House, Room 953 W, Chicago.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | NAT'L SHOE MFRS. ASS'N.;<br>& SHOE RETAILERS ASS'N. | CHICAGO,<br>ILLINOIS                      |
| Tuesday<br>Oct. 30<br>3:00 P.M.<br>Cocktails  | PRESS PREVIEW OF<br>SUMMER COLLECTION<br>White Stag will introduce an extensive Summer collection "for the great American backyard" to the press. By invitation only. Publicity: Gloria Gelfand, BR. 9-1974.                                                                                                                                                                                                                                                                                                                                                                                                                                | WHITE STAG MFG. CO.<br>(PORTLAND, OREGON)           | BELMONT PLAZA HOTEL<br>MODERNE ROOM       |
| Tuesday<br>Oct. 30<br>4:30 P.M.<br>Cocktails  | PREVIEW: SWIM CAP &<br>BEACH BAG FASHIONS<br>Press showing of Kleinert's swim caps and beach bags at cocktail party. By invitation only. Publicity: Virginia MacAuley, MU. 2-8891.                                                                                                                                                                                                                                                                                                                                                                                                                                                          | KLEINERT'S                                          | 485 FIFTH AVENUE<br>SHOWROOM-3RD FLOOR    |
| Tuesday<br>Oct. 30-<br>Nov. 6                 | SIXTY-THIRD ANNUAL<br>NATIONAL HORSE SHOW<br>Publicity: Alden E. Calkins, 350 Fifth Avenue, PE. 6-0578.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | NATIONAL HORSE SHOW<br>ASS'N. OF AMERICA, LTD.      | MADISON SQ. GARDEN<br>8TH AVE. & 50TH ST. |



| DATE                                                     | WHAT'S GOING ON                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | GIVEN BY                                | WHERE                                      |
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| Wednesday<br>Oct. 31<br>12:30 P.M.<br>Luncheon           | RESORT & HOLIDAY FASHIONS<br>AT LUNCHEON SHOWING<br>Presentation of Leonard Arkin's afternoon and cocktail dresses and ensembles for Resort and Holiday wear. Press by invitation. Public by reservation; contact: EL. 5-3000. Leonard Arkin Publicity: Ann Rabin, WI. 7-5324. Waldorf-Astoria Fashion Publ.: Madeleine Riordan, EL. 5-3000.                                                                                                                                                                                                                | LEONARD ARKIN                           | WALDORF-ASTORIA<br>EMPIRE ROOM             |
| Wednesday<br>Oct. 31<br>12:30 P.M.<br>Luncheon           | "COTILLION BLUE"<br>FASHIONS AT LUNCHEON<br>Bonwit Teller will present Holiday and Winter fashions; also, a group of clothes in a new color--"Cotillion Blue", as featured in the November issue of "Harper's Bazaar". Fashions by: Larry Aldrich; Ceil Chapman; Dave Bellsey; Philip Hulitar; Maurice Rentner; Herbert Sondheim; Will Steinman; Varden. Press by invitation. Public by reservation; contact: Fashion Show Reservations, TE. 8-8000. Bonwit Teller Publicity: Nancy Talbert, EL. 5-6800. Pierre Fashion Director: Nola Luxford, TE. 8-8000. | BONWIT TELLER                           | HOTEL PIERRE<br>COTILLION ROOM             |
| Wednesday<br>Oct. 31<br>3:00 P.M.<br>Cocktails           | PRESS PREVIEW OF<br>MATERNITY FASHIONS<br>"Page Boy Roundup" of maternity fashions at a preview for the press. Showing at 3:30 P.M. (Note Change of Date). By invitation only. Publicity: Rosemary Sheehan, CI. 7-8060.                                                                                                                                                                                                                                                                                                                                     | PAGE BOY MATERNITY<br>FASHIONS          | STORK CLUB<br>3 EAST 53RD STREET           |
| Oct. 31                                                  | HALLOWE'EN (Wednesday).                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                         |                                            |
| Thursday<br>Nov. 1<br>12:30 P.M.<br>Luncheon             | HAND-KNIT FASHIONS<br>AT LUNCHEON SHOW<br>Susan Levrant will present a collection of hand-knit fashions for immediate and Southern wear, shown with Trifari jewelry. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Levrant and Trifari Publicity: Dorothy Lansing, PL. 9-7598. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.                                                                                                                                                                                            | SUSAN LEVRANT<br>(108 WEST 57TH STREET) | HOTEL PLAZA<br>TERRACE ROOM                |
| Monday<br>Nov. 5<br>9:30 A.M.<br>Coffee                  | PRESS PREVIEW OF<br>MATERNITY FASHIONS<br>Lane Bryant will invite the press to a preview of maternity fashions by Helene Scott. By invitation only. Publicity: Paula Miller, LE. 2-0200.                                                                                                                                                                                                                                                                                                                                                                    | LANE BRYANT                             | 465 FIFTH AVENUE<br>10TH FLOOR             |
| Monday<br>Nov. 5<br>2:30 P.M.                            | SPRING LINE: BRIGANCE<br>OF FRANK GALLANT<br>Press preview of Spring coat and suit collection, designed by Brigance of Frank Gallant. By invitation only. <u>Beginning Wednesday, Nov. 7 at 10:30 A.M. daily, there will be trade showings of the Frank Gallant collection, including the group of clothes by Brigance.</u> Contact: Herbert Gallant, LA. 4-7286.                                                                                                                                                                                           | FRANK GALLANT, INC.                     | 205 WEST 39TH STREET<br>SHOWROOM-5TH FLOOR |
| Monday<br>Nov. 5<br>3:30 P.M.-<br>7:00 P.M.<br>Cocktails | PATENT LEATHER COLORS<br>AND COMBINATIONS<br>Preview of patent leather fashions for Resort and Spring in shoes and accessories. New colors and combinations, will be presented by the Patent Leather Bureau, as interpreted by leading designers and manufacturers, and coordinated with the new fabrics in ready-to-wear. By invitation only. Publicity: Lucille Turner, PL. 8-2836.                                                                                                                                                                       | PATENT LEATHER BUREAU                   | SHERRY NETHERLAND<br>CHANTECLAIR ROOM      |



| <u>DATE</u>                                    | <u>WHAT'S GOING ON</u>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | <u>GIVEN BY</u>                                  | <u>WHERE</u>                              |
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| Monday<br>Nov. 5<br>4:00 P.M.<br>Cocktails     | PRESS PREVIEW: SPRING SUITS AND COATS<br>Cocktail preview for the press of the Spring, 1952, collection of suits and coats, designed by Willi. By invitation only. <u>Trade showings, beginning Wednesday, Nov. 7 at 11:45 A.M. (buffet luncheon) and 3:45 P.M. daily; from Nov. 12, only at 11:45 A.M. (buffet luncheon).</u> Publicity: Angeline Dougherty, CH. 4-2308.                                                                                                                                                                                                   | WILL NEMEROV, INC.                               | 500 SEVENTH AVENUE<br>SHOWROOM-11TH FLOOR |
| Beginning<br>Monday<br>Nov. 5                  | OPENING OF SPRING SHOE COLLECTIONS<br>The Guild of Better Shoe Manufacturers will present their Spring shoe collections. Members include: Andrew Geller; Jerro Brothers; John Marino; I. Miller; Newton Elkin; Palter DeLiso; M. Wolf; Zuckerman & Fox. Publicity: Doris Beechman, MU. 9-5200.                                                                                                                                                                                                                                                                              | GUILD OF BETTER<br>SHOE MANUFACTURERS            | INDIVIDUAL<br>SHOWROOMS                   |
| Nov. 6                                         | ELECTION DAY (Tuesday)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                                                  |                                           |
| Thursday<br>Nov. 8<br>8:30 P.M.                | FASHION PANORAMA FOR INTERFAITH BUILDING FUND<br>A gala presentation of Parisian and American Spring ready-to-wear for women, men and children by leading designers and manufacturers. Coats, dresses, suits, furs, accessories and a special scene representing fabric houses. Staged by Lester Gaba. Guest Speaker: Adm. Richard E. Byrd; also, personalities from stage, screen, television, radio, fashion press. For benefit of Interfaith Brotherhood House Building Fund. Tickets: \$1.20-\$12.00. Executive Director-Public Relations: Claire A. Wolff, LO. 4-7230. | MEN'S, WOMEN'S &<br>CHILDREN'S MARKETS           | MADISON SQ. GARDEN<br>8TH AVE. & 50TH ST. |
| Friday<br>Nov. 9<br>10:30 A.M.                 | PRESS PREVIEW OF SPRING COLLECTION<br>The Spring collection of coats and suits, designed by Seymour Fox, and introducing exclusive colors and fabrics, will be presented to the press. By invitation only. Publicity: Ann R. Silver Associates, MU. 7-8654.                                                                                                                                                                                                                                                                                                                 | SEYMOUR FOX<br>(FOX & CO.)                       | 512 SEVENTH AVENUE<br>SHOWROOM-34TH FLOOR |
| Tuesday<br>Nov. 13<br>8:00 P.M.                | OPENING: METROPOLITAN OPERA SEASON<br>Grand opening of the 1951-52 Metropolitan Opera, the 67th season. The first evening's presentation will be Verdi's AIDA. Publicity: Margaret Carson, PE. 6-1200.                                                                                                                                                                                                                                                                                                                                                                      | METROPOLITAN OPERA<br>ASSOCIATION, INC.          | MET. OPERA HOUSE<br>B'WAY & 39TH STREET   |
| Wednesday<br>Nov. 14<br>12:30 P.M.<br>Luncheon | COCKTAIL & EVENING FASHIONS AT LUNCHEON<br>Russeks Fifth Avenue will present cocktail and evening fashions during luncheon. Press by invitation. Public by reservation; contact: Head-waiter, EL. 5-3000, Russeks Publicity: Florence Lord, WI. 7-1900. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.                                                                                                                                                                                                                                                           | RUSSEKS FIFTH AVENUE                             | WALDORF-ASTORIA<br>EMPIRE ROOM            |
| Thursday<br>Nov. 15<br>12:00 Noon<br>Luncheon  | SHOWING OF FRENCH SPRING HAT COLLECTIONS<br>Showing of Spring hats from specially selected French collections, at a luncheon for the press and manufacturers. By invitation only. Fashion Coordinator and Publicity: Maud G. Moody, LE. 2-4049.                                                                                                                                                                                                                                                                                                                             | ASSOCIATED BUCKRAM<br>SHAPE MANUFACTURERS        | HOTEL ASTOR<br>NORTH BALLROOM             |
| Monday<br>Nov. 19<br>12:15 P.M.<br>Luncheon    | ANNUAL MEMBERS' LUNCHEON MEETING<br>The Fashion Group will have its annual members' luncheon meeting. Contact: The Fashion Group, CI. 7-3940. Publ.: Ruth Hammer Assoc., EL. 5-7108.                                                                                                                                                                                                                                                                                                                                                                                        | THE FASHION GROUP, INC.<br>(9 ROCKEFELLER PLAZA) | HOTEL BILTMORE<br>BALLROOM                |



MOVIES...MUSIC...TELEVISION...THEATRE

Friday TELEVISION: BLANCHE RAVISSE-TED STEALE SHOW WPIX, CHANNEL 11  
 Oct. 12 Reed and Barton Silver Patterns will be presented in coordination with  
 1:00 P.M. Florentine Lace gowns. Publicity: Sidney Dee Bloeme, JU. 6-4490.

Saturday TELEVISION: "FASHION MAGIC" WCBS-TV, CHANNEL 2  
 Oct. 13 Oct. 13: Interview with Kiviette and presentation of her Fall collection  
 11:00 A.M.; of gowns. Oct. 16: Morgan Fauth, designer for David Crystal, Inc., will  
 Oct. 16 commentate on his collection of Fall fashions; also, a showing of "suit  
 3:30 P.M. extenders" by British Woollens. Show Producer: Sylvia Friedlander.  
 Show Contact: Hope Crampton, JU. 6-4335.

Tuesday OPENING: "A SLEEP OF PRISONERS" ST. JAMES CHURCH, 71ST & MADISON AVE.  
 Oct. 16 Presentation by Luther Greene of Christopher Fry's newest play. Action  
 takes place in a church where four prisoners of war are hiding. Stars:  
 Stanley Baker, Hugh Pryse, Leonard White. Director: Michael MacOwan.  
 Publicity: Dave Tebet, CI. 7-5282.

Wednesday TELEVISION: FRANCES LANGFORD-DON AMECHE SHOW WJZ-TV, CHANNEL 7  
 Oct. 17 Presentation of a collection of junior fashions, designed by Emily  
 12:00 Noon Wilkens. Publicity: Michigan Kroll, CI. 7-5700, Ext. 360.

Wednesday TELEVISION: "VANITY FAIR" WCBS-TV, CHANNEL 2  
 Oct. 17 Dorothy Doan will introduce Jim Walker of Wellington, Ltd., who will  
 2:45 P.M. present the company's sportswear collection. Contact: PL.5-2000, Ext.7388.

Wednesday PREMIERE: "THE MOB" (Movie) PARAMOUNT THEATRE, B'WAY & 43RD STREET  
 Oct. 17 Columbia Pictures melodrama of waterfront rackets, starring Broderick  
 Crawford with Betty Buehler, Richard Kiley. Producer: Jerry Bresler.  
 Director: Robert Parrish. Publicity: Hortense Schorr, CI. 5-5000.

Wednesday OPENING: "BUY ME BLUE RIBBONS" EMPIRE THEATRE, B'WAY & 40TH STREET  
 Oct. 17 A new comedy about show business, written by Sumner Locke Elliott, and  
 presented by Jay Robinson, will star: Audrey Christie, Vicki Cummings  
 and Enid Markey with Jay Robinson. Director: Cyril Ritchard. Setting  
 and Costumes: Jack Landau. Publicity: Wolfe Kaufman, LU. 2-3466.

Thursday PREMIERE: "THE DESERT FOX" (Movie) GLOBE THEATRE, B'WAY & 46TH STREET  
 Oct. 18 Twentieth Century-Fox release of a movie, based on the life of the German  
 General Rommel, who was both hated and respected by his own men and his  
 enemies in the North African campaign. Stars: James Mason, Cedric  
 Hardwicke and Jessica Tandy. Producer: Nunnally Johnson. Director:  
 Henry Hathaway. Wardrobe: Charles Le Maire and Edward Stevenson.  
 Publicity: Elizabeth Eisenhart, CO. 5-3320.

Beginning FOURTH WEEK: NEW YORK CITY OPERA CO. CITY CENTER, 131 WEST 55TH STREET  
 Thursday Oct. 18: THE FOUR RUFFIANS; Oct. 19: LA BOHEME; Oct. 20, Mat.:  
 Oct. 18 LA TRAVIATA; Oct. 20, Eve.: THE MARRIAGE OF FIGARO. Oct. 21, Mat.:  
 RIGOLETTO; Oct. 21, Eve.: THE LOVE FOR THREE ORANGES. Tickets: \$1.50-  
 \$3.60. Publicity: Isadora Bennett, EL. 5-4147.

Thursday OPENING: "FAITHFULLY YOURS" CORONET THEATRE, 230 WEST 49TH STREET  
 Oct. 18 Richard W. Krakeur will present a comedy adapted by L. Bush-Fekete and  
 Mary Helen Fay, starring Robert Cummings and Ann Sothern. Director:  
 Richard Whorf. Setting: Paul Morrison. Costumes: Barbara Barondess  
 MacLean. Miss Sothern's Gowns: Adrian. Publicity: Karl Bernstein,  
 CI. 6-0427.